

JUL 27 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, JULY 27, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	CO-ORDINATED ACCESSORIES For appointments, call Mr. Apisdorf, WI. 2-2600.	HATTIE CARNEGIE	711 FIFTH AVENUE
Now Showing	F. M. I. MODELS ON DISPLAY The original models recently presented by Millinery Fashion Inspiration, will be exhibited, in the windows of the two following stores, 30 each, at B. Altman, N. Y. and L. Bamberger, Newark, N. J. On Mon., Aug. 3rd, Carson Pirie Scott, Chicago, will exhibit the 60 models and Davison-Paxen, Atlanta, Ga., will show them on Mon., Aug. 17th. Publicity: M. F. I., PE. 6-7494.	MILLINERY FASHION INSPIRATION	WINDOWS OF FOUR STORES
Now Showing	1ST FALL HAT COLLECTION Casper-Davis of California, makers of Warner Bros. "Studio Styles" and 20th Century Fox "Movie Modes", have taken permanent New York showrooms at the request of their Eastern clientele. Contact: Miss Bee, LO. 5-7145.	CASPER-DAVIS (of California)	15 WEST 39TH STREET NEW YORK CITY
Now Showing	NEW COLLECTION IN NEWLY DECORATED SHOWROOM Rose Sapphire, Milliner, is now showing her Fall Hat Collection in her newly reopened and redecorated showroom at 501 Madison Avenue. Contact: Rose Sapphire, WI. 2-4374.	ROSE SAPPHIRE	501 MADISON AVENUE
Monday July 27 11:00 A.M.	FALL PREVIEW: BUDGET FUR FASHIONS This is no formal fashion show but a general look-see of new budget fur fashions in newly decorated and re-furnished surroundings. Open to Press. Contact: I. W. Wheeler, VO. 5-3440.	C. G. GUNTHER SONS	666 FIFTH AVENUE 3RD FLOOR
Monday July 27 12:30 P.M. Luncheon	WPB COSMETIC ORDER INTERPRETED FOR BEAUTY PRESS Beauty Editors are invited to a luncheon session at the Waldorf Astoria Hotel to discuss, with members of the Toilet Goods Association, terms of the Toiletries and Cosmetics Order just issued by the WPB, in order to interpret its full significance, and to throw light on future articles on cosmetics. Open to Beauty Editors, by invitation. Contact: S. L. Mayham, Exec. Sec., CO. 5-5443.	THE TOILET GOODS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday July 27	OPENING DATE: AUGUST FUR PROMOTIONS OF UPTOWN RETAIL GUILD FURRIERS Several lower 5th Avenue stores have already launched their private sales.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday July 27	<u>OPENING DATES OF COLLEGE AND CAMPUS SHOPS IN NEW YORK & METROPOLITAN STORES</u>		
	See <u>CALENDAR</u> of July 20th for College Shops already opened.		
	<u>JULY 27 (Monday)</u>	<u>AUGUST 5 (Wednesday)</u>	
	R.H. MACY & CO., HERALD SQUARE Publ.: Kay Inglis Jones, CH. 4-2000	MARY LEWIS, 638 5TH AVE. Press preview, College & Country Fashions, 5 P.M. By invitation. Rosemary Sheehan, CO. 5-3147	
	<u>AUGUST 3 (Monday)</u>		
	ABRAHAM & STRAUS, B'KLYN Plans still tentative. Publ.: Emily Adamson, TR. 5-7200.	JOHN WANAMAKER, B'WAY AT 9TH ST. Mimi College Shop. Press Preview plans still tentative. Miss Neilson, ST. 9-4700.	
	B. ALTMAN & CO., 5TH AT 34TH Plans still tentative. Publ.: Faith Willcox, MU. 9-7000.		
	BLOOMINGDALE'S, LEXINGTON AT 59TH Plans still tentative. Publ.: Karen Hollis, VO. 5-5900.	<u>AUGUST 8 (Saturday)</u> GIMBEL BROS., B'WAY AT 33RD ST. Big Fashion Show at 1 P.M. Publicity: Marjorie Howard, PE. 6-5100.	
	DE PINNA, 650 5TH AVENUE Opening of College Shop, Aug. 3rd. <u>Fashion Show, Aug. 17th.</u> Publ.: Dorothy Coburn, VO. 5-4800.	<u>AUGUST 10 (Monday)</u> L. BAMBERGER & CO., NEWARK, N. J. Details later. Publicity: Nan Findlow, Market 2-1212.	
	LORD & TAYLOR, 424 5TH AVE. Publicity: Eleanor Howard, WI. 7-3300.	BONWIT TELLER, 721 5TH AVE. Fashion show plans still tentative. Publicity: Nona James, EL. 5-6800.	
	MARTIN'S, B'KLYN Plans still tentative. Publ.: Helen Reed, Stylist, TR. 5-3100	B. GERTZ, INC., JAMAICA <u>Fashion shows, Aug. 12, 19, 26, 9/2.</u> Press preview, tentative. H. Merahn, JA. 6-6800.	
	RUSSEKS 5TH AVE., 390 5TH AVE. <u>Press preview, Tues., Aug. 11, 9:30 A.M.</u> Miss Castle, WI. 7-1900.	FREDERICK LOESER, B'KLYN Publ.: Director: Mr. Murphy, TR. 5-8100.	
	SAKS 5TH AVE., 611 5TH AVE. <u>Preview, Aug. 6, at 3 P.M.</u> Publ.: Dorothy Harness, PL. 3-4000.	SAKS 34TH ST., HERALD SQUARE Details in later issue. Publ.: Margaret Pierce, LA. 4-7000.	
	FRANKLIN SIMON, 414 5TH AVE. Plans still tentative. Publ.: Mrs. Mildred Kaldor, WI. 7-9600.	STERN BROS., 42ND ST. AT 6TH AVE. Plans still tentative. Publ.: Miss Handrahan, LO. 5-6000, ext. 203. As other stores report, FASHION CALENDAR will list their opening dates.	

Monday July 27 Through August 8	EXHIBITION: FANS OF A ROMANTIC YESTERYEAR A collection of more than 200 fans from all parts of the world will be exhibited by Miss Ethel Traphagen, Director of Traphagen School of Fashion, who has been assembling them for many years as accessories to her well-known costume collection. Included are fans of the most delicate laces, ivory, bone, wood, satin, taffeta, chiffon and the finest gauze, as well as a large assortment of feather fans. In addition there are many of	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
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(Continued on the following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

primitive design. Exhibition opens to public from 9 A.M. to 9 P.M. and Saturdays until 5 P.M. For further information: Dorothy Tyroler, Registrar, CO. 5-2077.

July 27- Aug. 29	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	SARATOGA SPRINGS, NEW YORK
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Tuesday July 28 5:30- 8:15 P.M.	NEW YORK FOR VICTORY RALLY Entire front of the Public Library will be roped off; 40th St., from 5th to 6th Ave. will be converted into a Carnival Lane; all devoted to the sale of War Bonds and Stamps. Celebrities from the Mayor down, will be present. Stars of stage, screen and radio will perform, plus Big Name bands, and Army and Navy bands. This program is climax of "Retailers for Victory" month, sponsored by Retail Division, N. Y. War Savings Staff, headed by William Holmes, Pres., Bonwit Teller, under the direction of the Publicity Committee, headed by William Howard of Macy's. All retail stores will be asked to cooperate through window displays and announcements in their regular advertising or in additional display ads. Admission: by the purchase of a War Stamp or Bond. In case of rain, rally will be held over until Wed., July 29th. For further information, contact: John Pearl, Chairman, War Activities Committee of the Retail Adv. Exec. Club, at Namm's, TR. 5-5700.	SPONSORED BY RETAIL- ERS OF GREATER N. Y.	STEPS OF PUBLIC LIBRARY 5TH AVE. AT 42ND STREET
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Tuesday July 28 6:30 P.M.	ANNUAL DINNER AND HANDBAG EXHIBIT Interesting feature of the Annual dinner of the National Authority of the Ladies' Handbag Industry, will be an Exhibit of a Collection of Ancient and Historic Handbags, property of Harry Lederman, and already widely shown in museums both in the U.S.A. and abroad. Festivities begin with cocktails at 6:30, dinner at 7:30. War Bonds will be given as prizes to lucky number-holders. Open to Trade. Tickets, \$6.50, from National Handbag Authority, 347 5th Ave. Contact: Mr. Mosesson, AS. 4-6969.	NAT'L AUTHORITY, LADIES HANDBAG IND.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
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Thursday July 30 12:30 P.M. Luncheon	100TH ANNIVERSARY OF CHRISTMAS CARD INDUSTRY The Greeting Card Industry is celebrating its 100th year with a "Christmas in July" luncheon to the Press. Included will be shown a preview of 1942 Christmas Card creations. By invitation. Contact: Mr. F. Q. Shannon, Greeting Card Industry, 200 Fifth Avenue, OR. 4-2617.	GREETING CARD INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
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Friday July 31 3:00, 5:00, 9:00 P.M.	"CATALOG" FASHION SHOW Sears Roebuck will present a Collection of best-selling fashions from the Spring and Summer Catalog; and will also allow a peek at the new Fall and Winter Catalog Fashions, all modeled by lovely debutantes. Open to Press and public. Publicity: Rosemary Sheehan, CO. 5-3417.	SEARS ROEBUCK & CO.	EAST HAMPTON FAIR EAST HAMPTON, L. I.
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MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS

<u>JULY 31</u> NEWSSTAND DATE, MADEMOISELLE COLLEGE ISSUE NEWSSTAND DATE, LADIES HOME JOURNAL "	<u>AUGUST 15</u> NEWSSTAND DATE, CHARM'S BACK-TO-WORK ISSUE
<u>AUGUST 1</u> NEWSSTAND DATE, HARPER'S COLLEGE BAZAAR	<u>AUGUST 20</u> NEWSSTAND DATE, WOMAN'S HOME COMPANION
<u>AUGUST 7</u> NEWSSTAND DATE, VOGUE COLLEGE ISSUE	"HIGH JINX" ISSUE (Teen-Age fashions and portfolio of Teen-Age war activities). NEWSSTAND DATE, PARENTS' BACK-TO-SCHOOL -3-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday August 2- August 5	REPEAT SHOWING BY WASH DRESS ASSOCIATION Due to requests of buyers unable to attend this showing when held in July in Chicago, a repeat showing will be held from Sunday, August 2 through Wednesday, August 5 to project next Spring and Summer's cotton and rayon wash dresses. All buyers invited to attend. Contact: Mr. Glenn G. Hayes, Exec. Dir., Chicago Interstate Merchant's Council, Chicago, Illinois.	INTERSTATE MERCHANTS COUNCIL	PALMER HOUSE CHICAGO, ILLINOIS
Monday August 3	CAMOUFLAGE COURSES AT N.Y. UNIVERSITY Because of the need for camouflage experts, the N.Y.U. College of Engineering cooperating with the OCD and the Army Engineer Board, begins a 5-week course in "Industrial Camouflage". Attendance three evenings a week under Professor William A. Rose, expert in camouflage aerial bombardment protection. The course is open to artists, architects, engineers, and industrial designers. For further information, cost, etc., contact: Registrar, RA. 9-2000.	N.Y.U. COLLEGE OF ENGINEERING	UNIVERSITY HEIGHTS CAMPUS, at 181ST ST.
Tuesday August 4 9 A.M.	INFANTS & CHILDRENS WEAR CLINIC Discussion of Changing Trends in Store Management. Highlights of the new merchandise for children on child models. Complimentary Breakfast for buyers precedes the Clinic, at the Merchants and Manufacturers Club.	MERCHANDISE MART	CHICAGO ILLINOIS
Tuesday August 4 11 A. M.	SEMI-ANNUAL CHICAGO CORSET CLINIC This year's Semi-Annual Chicago Corset Clinic will stress transitions in foundation garments. Talks on "The Corset Outlook for Fall and The Duration" will be made during the Clinic by the following speakers: Mr. Daniel L. Jones, Strouse-Adler Co., Pres., of Corset & Brassiere Assoc.; Mrs. Harriet Redmond, Carter Designer; Miss Estelle Popp, Bien-Jolie Inc.; Mrs. Louise Campe, Editor, Corset & Underwear Review; and Mrs. Alice Perkins, Washington staff, Women's Wear Daily. Each of 20 participating companies will display foundation garments and sketches. Visiting buyers will be guests of the Mart at luncheon at the Club, following the five addresses.	MERCHANDISE MART	CHICAGO ILLINOIS
Wednesday August 5 9 A. M.	WOMEN'S WEAR & ACCESSORY CLINIC Discussion led by Mrs. Alice Perkins, Washington representative, Women's Wear Daily; Earl W. Elbart, Editor, Retail Executive, and others. Mannequin parade showing new merchandise. Visiting buyer will be guests at Breakfast preceding the Clinic at the Club.	MERCHANDISE MART	CHICAGO ILLINOIS
Wednesday August 5 5:00 P.M.	PRESS PREVIEW: COLLEGE AND COUNTRY FASHIONS Postponed from July 22nd. See Page 2 for details.	MARY LEWIS	638 FIFTH AVENUE
Thursday August 6 3:00 P.M.	COLLEGE AND CAREER CLOTHES-PRESENTATION As a curtain-raiser to the Aug. 3rd opening of their College Shop, Saks 5th Avenue will stage a special presentation of College and Career clothes for members of the Fashion Press and a selected group of College and Career girls. By invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.	SAKS FIFTH AVENUE	611 FIFTH AVENUE TERRACE ROOM, 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday August 8 1:00 P.M.	COLLEGE FASHION SHOW	GIMBEL BROS. See page 2 for details.	B'WAY AT 33RD ST.
Tuesday August 11 9:30 A.M.	PRESS PREVIEW: COLLEGE FASHIONS	RUSSEKS 5TH AVENUE See page 2 for details.	390 FIFTH AVENUE
Wednesday August 12, 19,26,9/2	COLLEGE FASHION SHOW	B. GERTZ, INC. See page 2 for details.	JAMAICA, L.I.
Monday August 17 (Tenta- tive)	PRESS PREVIEW: OPEN- ING OF NEW FLOOR For the 6th successive year, the Jane Engel organization is expanding. This year's move doubles the present selling space with the addition of a newly built floor which permits new departments for coats, furs, suits, sportswear, sweaters, skirts and blouses in addition to Jane Engel dresses and hats. The new floor will also include an enlarged Bridal Shop, a Maternity Shop and an Evening Gown Department. Press preview tentatively set for Monday, August 17 (time later), by invitation. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL	1025 MADISON AVENUE
Monday August 17	COLLEGE FASHION SHOW As a curtain-raiser to their Aug. 3rd opening of their College Shop, De Pinna will stage a presentation of College fashions. Open to Press and public. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
Monday August 24- August 29	NEW YORK GIFT SHOW Annual exhibit of Christmas Gift Wares. Open to Trade. For further information, contact: George F. Little, Director, N. Y. Gift Show, 220 Fifth Ave., AS. 4-3161.		HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
Tuesday August 25 (Tenta- tive)	PRESS PREVIEW: "WISHMAKER HOUSE" McCreery's Wishmaker House, in new fall dress, will open its doors to members of the Press, in an autumn preview. Tentatively set for Aug. 25. Public opening, Aug. 27. Publicity: Lois Munn, WI. 7-7000.	MCCREERY'S	5TH AVE. AT 34TH ST.
Thursday August 27- Sept. 7	TENNIS TOURNAMENT: NATIONAL COMBINED CHAMPIONSHIP MATCHES Price of tickets and further information from U.S. Lawn Tennis Assoc., 120 Broadway, RE. 2-3547, or West Side Tennis Club Stadium, BO. 8-4400.	U. S. LAWN TENNIS ASSOC.	WEST SIDE TENNIS CLUB FOREST HILLS, L. I.
Thursday August 27 6:00 P.M. Dinner	TRADE DINNER TO HONOR ADAM GIMBEL Leaders of the Dress Trades will give a testimonial dinner for Adam Long Gimbel, Pres., Saks 5th Avenue. Retailers and manufacturers will attend en masse to continue Trade's annual support of the Greater New York Fund. Admission and details in later issue of FASHION CALENDAR. Contact: Mr. Goldsmith, Greater N.Y. Fund, WH. 3-9440.	DRESS TRADES SECTION, GREATER NEW YORK FUND	WALDORF ASTORIA HOTEL SERT & WEDGEWOOD ROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tues. 9/1	<u>FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS</u>		
Tues. Sept. 1 8:00 P.M.	1 BERGDORF GOODMAN ORIGINALS Press preview. By invitation only.		754 FIFTH AVENUE Publ.: Miss Neff, PL. 3-7300.
Wed. Sept. 2 2:30 P.M.	2 MILGRIM'S Design Studio Originals from the Custom Order Dept.		6 WEST 57TH STREET Press preview by invitation. Publicity: Jack Milgrim, CI. 7-7200.
Thurs. Sept. 3 2:30 P.M.	3 JAY THORPE ORIGINALS Press preview. By invitation only.		24 WEST 57TH STREET Publ.: Constance Hope, PL. 3-3390.
Wed. Sept. 9 10:30 A.M.	9 BONWIT TELLER Fira Benenson's Collection from the Salon de Couture.		721 FIFTH AVENUE Press preview by invitation only. Publicity: Nona James, EL. 5-6800.
Wed. Sept. 9 2:30 P.M.	9 SAKS FIFTH AVENUE Press preview of "Sophie's" Originals from the Salon Moderne.		611 FIFTH AVENUE Strictly by invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.
NOTE:	HATTIE CARNEGIE Opening Date will be listed here as soon as definitely established.		

Monday Sept. 7	<u>FALL RETAIL</u> MILLINERY WEEK	MSC & MMEA	THROUGHOUT U. S. A.
	Monday, September 7th has been designated by the MMEA and the MSC as official Opening Day of the Fall <u>Retail</u> Millinery season. Stores throughout the country will launch promotions ushering in New Fall Hats in advertising, windows, and departmental displays. For further information and promotional helps, consult: Margery Hartmann, Millinery Fashion Bureau, 33 W. 42nd St., CH. 4-6547.		
Monday Sept. 14 9:30 A.M. Breakfast	PRESS PREVIEW: FIRST FALL COLLECTIONS	DE PINNA	650 FIFTH AVENUE
	Members of the Fashion Press are invited to attend the first fashion showing of the Fall Season presented by De Pinna. Open to members of the Fashion Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.		
Wednesday Sept. 16- Sept. 17	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE	TANNERS COUNCIL & NATIONAL SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	The Tanners' Council of America will "skeletonize" its leather exhibits for the duration. Instead of occupying individual booths in the Grand Ballroom of the Waldorf as in former years, each exhibitor will furnish samples of his products in the official colors of the coming season, to be identified and shown in the Ballroom during the National Shoe Retailers Style Conference. Contact: for Tanners' Council, Mr. J.L. Nelson, BE. 3-0494. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Monday Nov. 2-4	NATIONAL SHOE FAIR Leaders in shoe manufacturing industry will exhibit in the big National Shoe Fair, held annually in Chicago. The timing of the Fair was planned to permit a first glimpse of new spring and summer lines. Name of hotel in later issue. (Hotel Stevens has been taken over by the Government.)	NAT'L BOOT & SHOE MFRS. & NAT'L SHOE RETAILERS	CHICAGO ILLINOIS

PLEASE NOTE!

Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to continue our listing of Out-of-Town Fall Opening Dates.

July 26-28...Semi-annual Buffalo Mart, Hotel Statler, Buffalo, N. Y.
 July 26-29...Seattle Fall Market Week, Northwest Apparel, Olympic Hotel, Seattle
 July 27 ...Regular Fall Market, Style Creators of Chicago, Chicago, Illinois
 July 27 ...St. Louis Fall Market, American Retailers Assoc., St. Louis
 July 27-8/1..Twin Cities Home Furnishings and Gift Market Weeks, Minneapolis & St. Paul
 Aug. 2 ...Fall Millinery Market Week, Los Angeles & San Francisco Millinery Guilds
 Aug. 2-5 ...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.
 Aug. 3-8 ...Women's, Children's & Infants' Wear & Accessories Market, Merchandise Mart, Chicago
 Sept. 12-14...San Antonio Fall & Winter Market Week, Hotel Gunter, San Antonio, Texas

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DATES AHEAD

RED LETTER WEEKS

Sept. 7 LABOR DAY (Monday)	Sept. 20-26 NATIONAL DOG WEEK
Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)*	Oct. 2-12 NATIONAL BRANDS WEEK
Sept. 21 JEWISH DAY OF ATONEMENT (Monday)*	Oct. 4-10 NATIONAL BUSINESS WOMEN'S WEEK
Oct. 1 MOVING DAY (Thursday)	Nov. 2-8 AMERICAN ART WEEK
Oct. 12 COLUMBUS DAY (Monday)	Nov. 9-15 NATIONAL FATHER & SON WEEK
Oct. 27 NAVY DAY (Tuesday)	Nov. 11-30 RED CROSS DRIVE

*Market closed for all practical purposes.

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MUSIC... THEATRE... MOVIES... WHERE TO EAT IN THE HEAT

- Now.....PREMIERE: "CROSSROADS" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
Showing M.G.M. movie version of an original screen story directed by Jack Conway starring Hedy Lamarr and William Powell. Dramatic romance of life in diplomatic circles. Costumes by Kalloch. Publ.: Art Schmidt, BR. 9-7800.
- Beginning..OUTSTANDING STADIUM CONCERTS OF THE WEEK, 138TH AT AMSTERDAM AVENUE
Monday Monday, July 27--Yascha Heifetz, violin soloist in an all-Brahms program.
July 27 Fritz Reiner, Conductor.
Thursday, July 30--Johann Straus operetta, "The Gypsy Baron", conducted by Robert Stolz with Margit Bokor, Soprano of San Francisco Opera as leading lady. An original production with singing cast of 250.
Saturday, August 1--First N.Y. concert appearance of piano quartet in 8 originals arrangements of the classics. Conducted by Howard Barlow.
Sunday, August 2--All-French musical program by Bizet and Debussy. Conductor, Howard Barlow. Publicity: Dorle Jarmel, CI. 7-6900.
- Thursday...NEW SUMMER-TIME REVUE AT LA MARTINIQUE 57 WEST 57TH STREET
July 30 Starring a new Cuban songstress named Mercer Dita, making debut in American night-club. Emil Coleman's Orchestra and Noro Morale's Band furnish music, plus other vaudeville acts. Publicity: Dorothy Ross, BR. 9-5906.
- Thursday...PREMIERE: "THEY ALL KISSED THE BRIDE" (Movie) ROXY THEATRE, 7TH AT 50TH ST.
July 30 Columbia Pictures presents Joan Crawford and Melvyn Douglass in a modern comedy. This is the movie in which Joan Crawford replaced the ill-fated Carole Lombard. Gowns by Irene. Publicity: Hortense Schorr, BR. 9-7900.
- Thursday...PREMIERE: "TARZAN'S NEW YORK ADVENTURE" (Movie) CAPITOL THEATRE, B'WAY AT 51
July 30 M.G.M. presents Maureen O'Sullivan and Johnny Weissmuller in a new Tarzan series. Publicity: Art Schmidt, BR. 9-7800.
- Thursday...WORLD PREMIERE: WALT DISNEY'S "BAMBI" (Movie) RADIO CITY MUSICAL HALL, 6 AT 50
July 30 Adapted from Felix Salten's best seller, "Bambi" has been five years in (Tentative)the making and offers a love story, comedy and some breath-taking new Technicolor features. Distributed by RKO. Publ.: Rutgers Neilson, CO. 5-6500.
- Friday.....PREMIERE: "WINGS OF THE EAGLE" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
July 31 Warner Brothers presents Ann Sheridan, Dennis Morgan and Jack Carson in "Wings of The Eagle", a thrilling story of the Lockheed plant. Clothes by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Tuesday....NAVY RELIEF BENEFIT PREMIERE OF "HOLIDAY INN", PARAMOUNT THEATRE, B'WAY AT 44
August 4 Navy Relief will benefit by World Premiere of Irving Berlin's musical, "Holiday Inn", co-starring Fred Astaire and Bing Crosby. For gala occasion, there will be an all-star stage show with celebrities of stage, screen and radio and six of the country's big-name bands. Paramount will go on a reserved seat schedule (for benefit only). On Wednesday, public opening, regular run of the house seat sale. Publ.: Aileen Brenon, CH. 4-7040.
- Thursday...PREMIERE: "THE MAGNIFICENT AMBERSONS" (Movie) CAPITOL THEATRE, B'WAY AT 51
August 6 Mercury Productions stars Dolores Costello, Ann Baxter, Agnes Moorhead, (Tentative)Joseph Cotton, Tim Holt and Ray Collins in Orson Welles' version of the Booth Tarkington story. Period clothes by Edward Stevenson. Circa, early 1900's. RKO Publicity: Rutgers Neilson, CO. 5-6500.

WHERE TO EAT IN THE HEAT-OUT-OF-DOORS

BREVOORT SIDE-WALK CAFE, 5TH AVE. AT 8TH ST.
CAFE DE LA PAIX, ST. MORITZ, CENT'L PK. SOUTH
SCULPTURE GARDEN, MUSEUM OF MODERN ART, 11 W. 53
CLAREMONT INN, 124TH ST. AT RIVERSIDE DRIVE

PROMENADE CAFE, ROCKEFELLER PLAZA
HOTEL SHERATON ROOF, 37 ST. AT LEXINGTON
SPIVY'S ROOF, 139 EAST 57TH STREET
SULGRAVE HOTEL TERRACE, 60 EAST 67TH ST.